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28 May 1958

U. S. World Trade Fair Trip Report

1. On 14 and 15 May 1958 we attended the Second Annual United States World Trade Fair at the New York City Coliseum. The principal purpose of the trip was to examine a recognized world trade fair in which the Soviet Bloc was represented. After viewing this type of exhibit it is expected that the above named analysts will be able to make more accurate estimates of the size, cost, and effectiveness of the Soviet Bloc exhibits in trade fairs throughout the world.

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2. [REDACTED] arranged for us to attend the fair as "Exhibitors" on days reserved for trade representatives. This arrangement was very satisfactory and much appreciated.

3. The fair was designed to exhibit and promote the sale of foreign and domestic products to the American market. Plans are being made to stage a Third Annual U. S. World Trade Fair in 1959; thus the New York production is becoming firmly established as a regular annual event and could become an outstanding trade attraction. The Coliseum provides an excellent setting for the fair.

4. Of immediate interest to us at the 1958 trade fair were exhibits of the Soviet Bloc countries—Czechoslovakia, Poland, and Rumania. Of secondary interest was the exhibit by Yugoslavia. With the exception of Rumania, which was making her first entry in the New York show, the Bloc country exhibits were designed to stimulate trade and recapture former consumer goods markets in the United States. Rumania had only a token exhibit consisting of agricultural products, handicrafts, chemicals, wood products, textiles, leathers, and furs. The representatives in the Rumanian exhibit manifested no eagerness to interest visitors in their products. Consequently the Rumanian exhibit was very drab in comparison to the other Bloc countries and the Free World.

5. The Czechoslovakian exhibits were among the outstanding shown by any country. In the aggregate the Czech participation seemed to be one of the most complete. Strojexport, the Czechoslovakian agency which exports engineering equipment, had the only

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extensive display of lathes, boring machines, pipe cutters and diesel engines in the trade fair. It was noted that at least two American firms were serving as outlets for this equipment—Sigma Company of New York and Orbit Sales of New Haven, Connecticut. Czechoslovakian porcelain and glassware exhibits were drawing many interested visitors.

6. The Polish exhibits, including a diversity of consumer goods, were well constructed and most items were very attractively displayed. It was interesting to observe that Poland displayed models of cargo ships and tankers, which are new fields of trade for that country.

7. Yugoslavia, though exhibiting a wide range of products and raw materials, presented a number of house furnishings which were very appealing and should enjoy wide popularity in the United States.

8. Tourism was stressed by all the Bloc countries and Yugoslavia. Booths were established where visitors were provided counsel.

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